



**MASENO UNIVERSITY**  
**UNIVERSITY EXAMINATIONS 2016/2017**

**THIRD YEAR SECOND SEMESTER EXAMINATIONS FOR THE  
DEGREE OF BACHELOR OF SCIENCE IN AGRIBUSINESS  
MANAGEMENT WITH INFORMATION TECHNOLOGY**

**MAIN CAMPUS**

**AEG 314: AGRIBUSINESS SUPPLY CHAIN MANAGEMENT**

Date: 9<sup>th</sup> June, 2017

Time: 12.00 - 3.00 pm

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**INSTRUCTIONS:**

- Answer ALL the questions in SECTION A and ANY TWO questions from SECTION B.



**AEG 314 – AGRIBUSINESS SUPPLY CHAIN MANAGEMENT**

STREAMS: Y3S2 BSc Agribusiness management with IT

DAY: \_\_\_\_\_

TIME: 3 HOURS

**Instructions:**

Answer all questions in Section A and any two questions in Section B

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**SECTION A: 40 MARKS**

1. Define Agribusiness supply chain management and briefly discuss its importance to the agribusiness industry. (10 Marks)
2. Explain five risk management strategies in agribusiness supply chain (10 Marks)
3. Contrast between supply chain management and traditional management (10 Marks)
4. What is Value chain mapping? Describe the steps involved in the construction of a value chain map (10 Marks)

**SECTION B: 30 MARKS**

5. Discuss any five key strategic issues in Agribusiness Supply chain Management (15 marks)
  6. Explain the drivers of change that have prompted value chain development in the agribusiness industry in Kenya. (15 Marks)
  7. Discuss the concepts of backward linkage and forward linkage in the context of agribusiness supply chain management. For each provide practical examples in Kenya (15 Marks)
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